

## **REMARKS**

Reconsideration of the pending application is respectfully requested. Applicant wishes to thank the Examiner for a thorough examination and detailed office action.

Applicant has canceled claims 4-13 and added new claims 14-26 in an effort to more clearly define the claimed invention.

### **Objection to the Claims**

The Examiner's objection to claims 4 and 9 is almost entirely based on the amendment submitted on March 5, 2004. In adding the new claims, Applicant has revised the claims to remove the objected informalities. In response to the Examiner's query, Applicant respectfully submits the following clarification:

Upon the Internet client establishing connection to the server through the wireless network, the Internet client's identity is known to the server. This authentication process is inherent in any wireless server/client session. The server can then retrieve the profile information, to which the server already has access, from the profile database. Such retrieval is not enabled by the session-based "identifier" generated after the session is commenced, as correctly pointed out by the Examiner (page 3, Office Action). Rather, the retrieval of the profile information is enabled by the inherent authentication that goes on, when the client makes a connection to the server for a session.

When the profile information is transmitted to the advertisers for bidding, the session-based "identifier" is also transmitted, so that there is a way to associate the profile information with the Internet client. In response to the Examiner's query as to the "identifier" (page 4, Office Action), the claims have been rewritten to recite the transmission of the "identifier" along with the profile information, in order to complete the bidding process between the server and the advertisers.

### **Rejections under Sec. 102**

Claims 4-13 are rejected under 35 USC Sec. 102(b) as being anticipated by Hanson. In view of the new claims, Applicant respectfully traverses the rejection and will explain below.

As previously emphasized to the Examiner, Hanson's system is directed to having the users, or Internet clients, choose a particular advertiser's message, after seeing the many advertisers most willing to pay for the user's attention. In Hanson, the Internet client has the final say in determining what impression he wants to see, based on his evaluation of the offers. Whatever ad is displayed by the Internet client must be selected by the Internet client and no one else. (Summary, col. 1, lines 40-46; 54-60; Fig. 11, steps 1120, 1122, 1124)

The present invention, quite to the contrary, lets the advertisers bid on the right to make the impression. The server, not the Internet client, then automatically selects the highest bid and then transmits the corresponding impression to the Internet client for display. The whole bidding and selecting transaction is "transparent" to the Internet client. The users are thus oblivious to any bidding activities; neither are the users paid, nor reimbursed, by the advertisers. The winning impression is automatically selected and transmitted by the server to the Internet client for display. Applicant has rewritten the claims to more explicitly recite those differentiating limitations.

The performance advantage is enormous, particularly for a wireless and mobile network. In the wireless network, as can be appreciated by the Examiner, the Internet client is typically a mobile PDA or a cell phone, with a limited display capability. As such, Hanson's system would eat up significant bandwidth if the bids from multiple providers had to be first shown to the wireless client for the client to select, before the winning would be displayed. Such complex, and inefficient, multi-step transaction as disclosed by Hanson is not particularly suitable for the wireless network, since the connection time in wireless network is often brief and the client's display device is often the PDA or cell phone. Additionally, the connection delay and network overhead, which are inherent in wireless networks, make the Hanson's system even more cumbersome. Applicant believes that the

Examiner can appreciate the distinctions between Hanson's system and the claimed invention, and has rewritten the claims to highlight the differences.

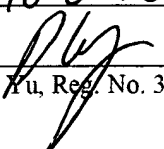
In rejecting Applicant's claims as previously submitted, the Examiner has demonstrated an excellent appreciation of the underlying technical field such as Hanson's system, as well as the present invention. To more clearly claim the present invention with its distinguishing limitations, Applicant has rewritten the claims to recite the selection of the highest bid being automatically done by the server, not by the Internet client. The Internet client has no input nor control in selecting what is transmitted to itself for display. In the wireless network, it is tremendous performance improvement over what Hanson can do.

For the above reasons, Applicant respectfully submits that the present invention as claimed is clearly distinguishable over Hanson. Applicant respectfully request that the Examiner's Sec. 102 rejection be withdrawn.

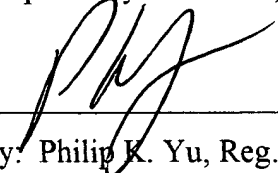
The Examiner is encouraged to contact the undersigned Attorney to discuss any matter relating to the present application.

I hereby certify that this correspondence is being deposited with the US Postal Service with sufficient postage as First Class mail in an envelop addressed to Box RCE, Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on this date:

10-6-2004,

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